



# The 2020 Census: A New Design for the 21<sup>st</sup> Century

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Presentation to the Maryland State Data Center Annual Affiliates Meeting  
June 22, 2016

# The Decennial Census

## Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

## Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

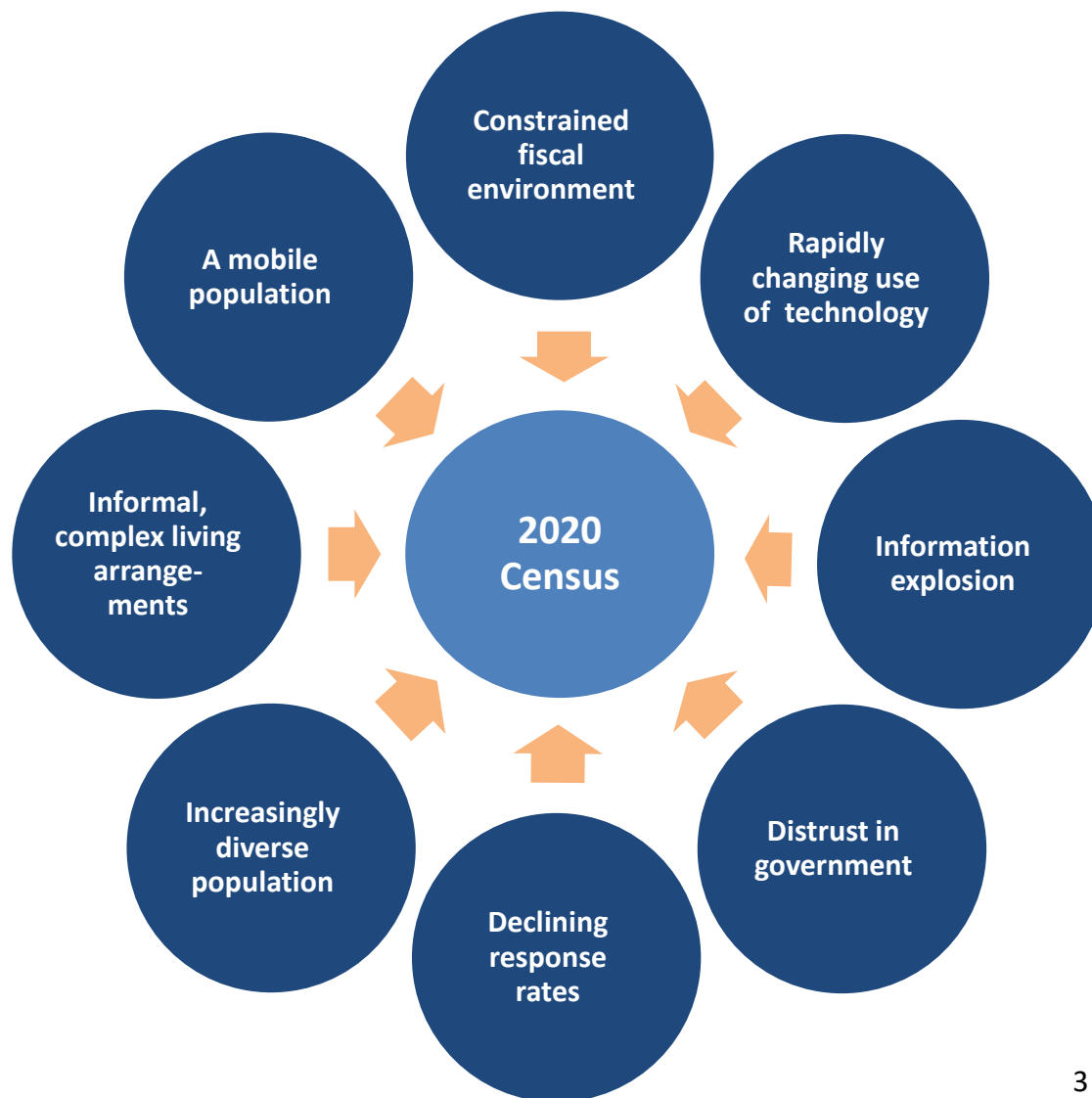
***Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...** The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.*

- Draw congressional and state legislative districts, school districts and voting precincts
- Enforce voting rights and civil rights legislation
- Distribute federal dollars to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
- Provide population benchmark for nearly every other United States survey

# The Decennial Census

## The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



# The 2020 Census

## Goals and Key Innovation Areas

**Overarching Goal:** To count everyone once, only once, and in the right place

**Challenge Goal:** Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

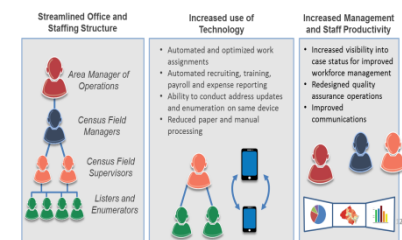
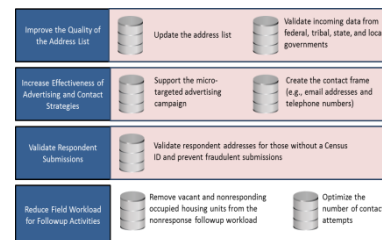
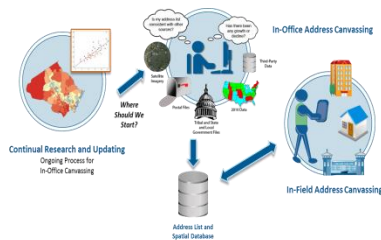
### Focus on Four Key Innovation Areas

Reengineering  
Address Canvassing

Optimizing  
Self-Response

Utilizing  
Administrative  
Records and Third-  
Party Data

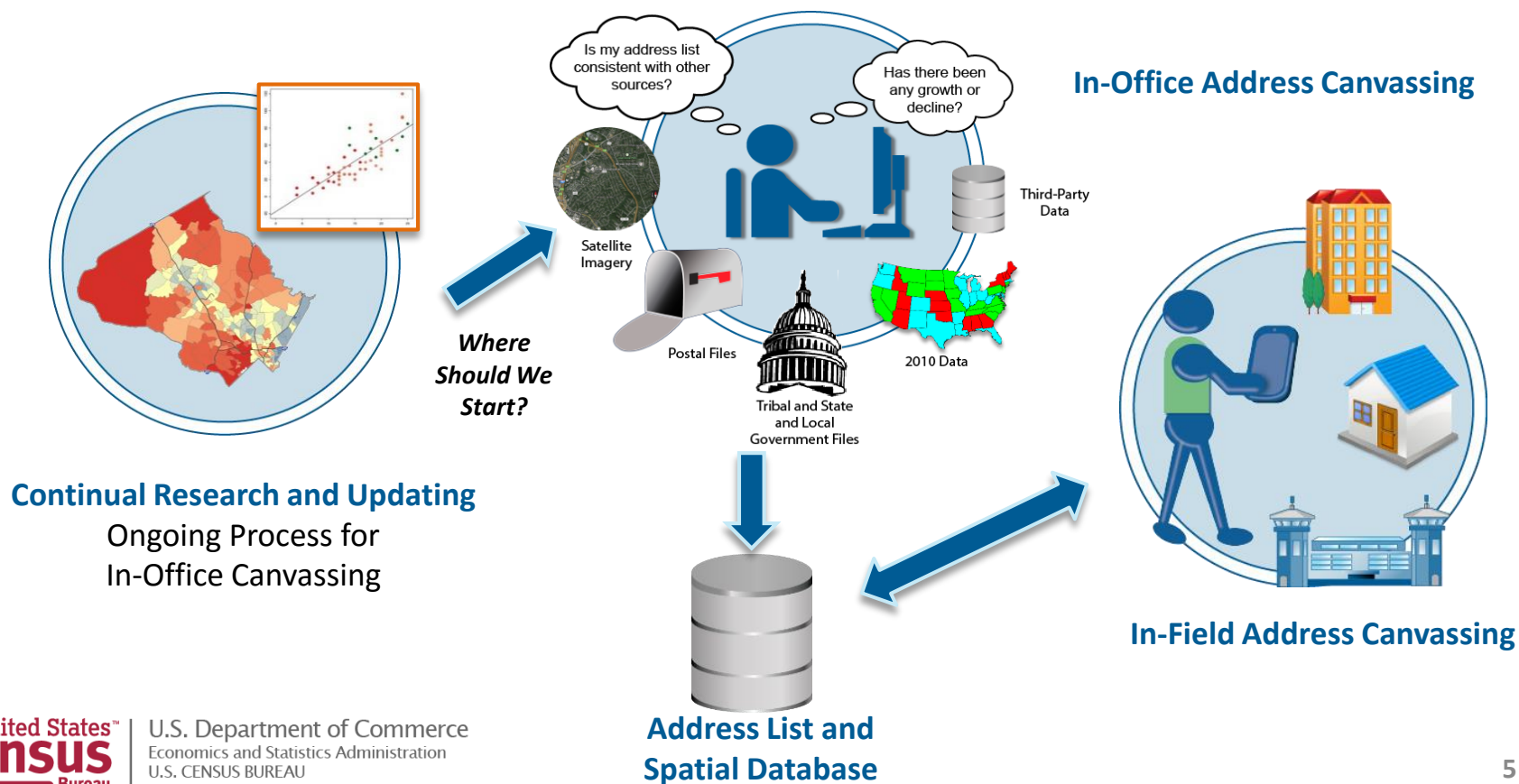
Reengineering Field  
Operations



# The 2020 Census

## Reengineering Address Canvassing

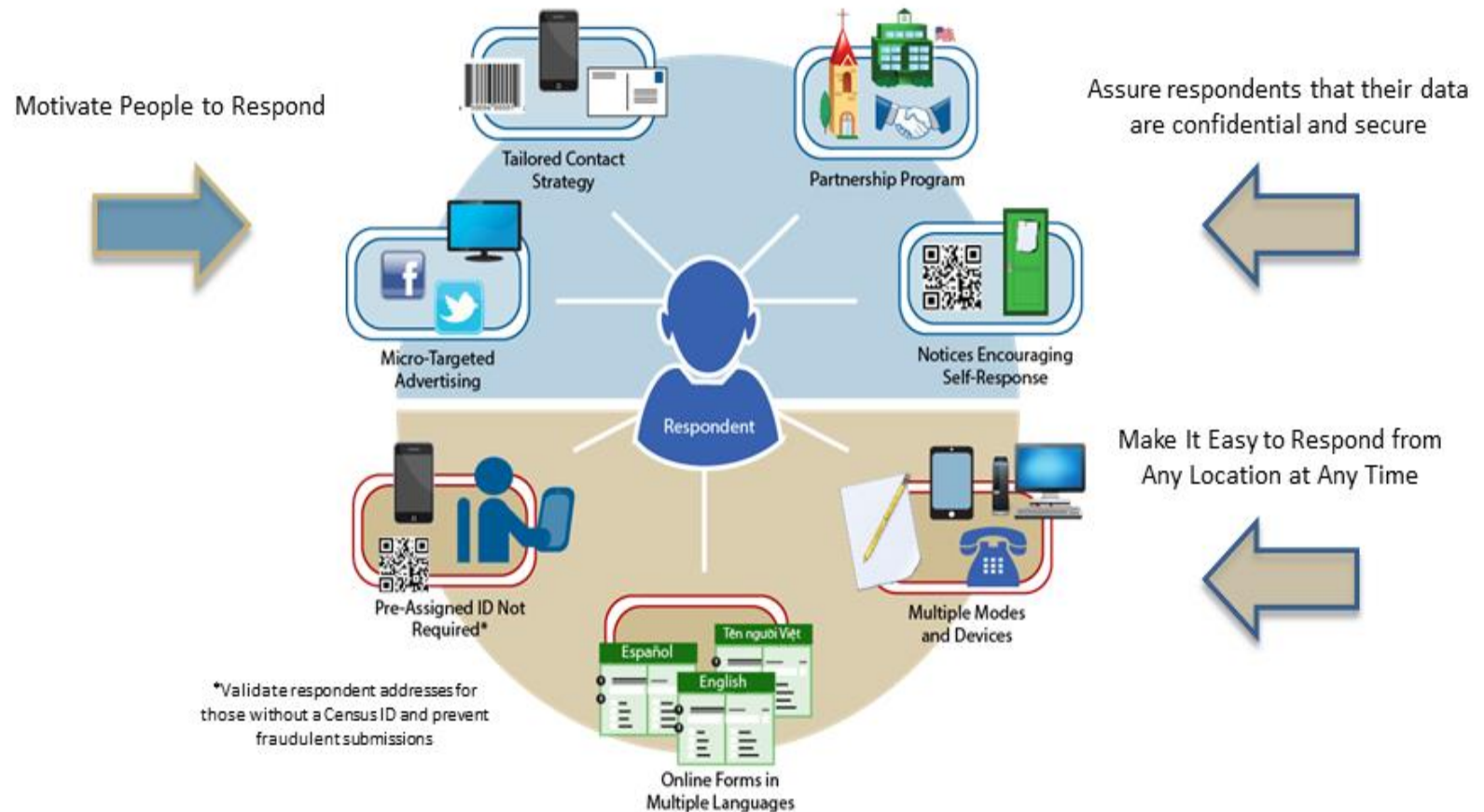
Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade



# The 2020 Census

## Optimizing Self Response








Generate the largest possible self-response, reducing the number of households requiring follow-up



# The 2020 Census

## Utilizing Administrative Records

Use information people have already provided to reduce expensive in-person follow-up

Improve the quality of the Frame	 Update the Frame	 Validate incoming data from federal, tribal, state, and local governments
Increase effectiveness of advertising and contact strategies	 Support the micro-targeted advertising campaign	 Create the contact frame (e.g., email addresses and telephone numbers)
Validate Respondent Submissions	 Validate respondent addresses for those without a Census ID and prevent fraudulent submissions	
Reduce Field Workload for Followup Activities	 Remove vacant and nonresponding occupied housing units from the nonresponse followup workload	 Optimize the number of contact attempts

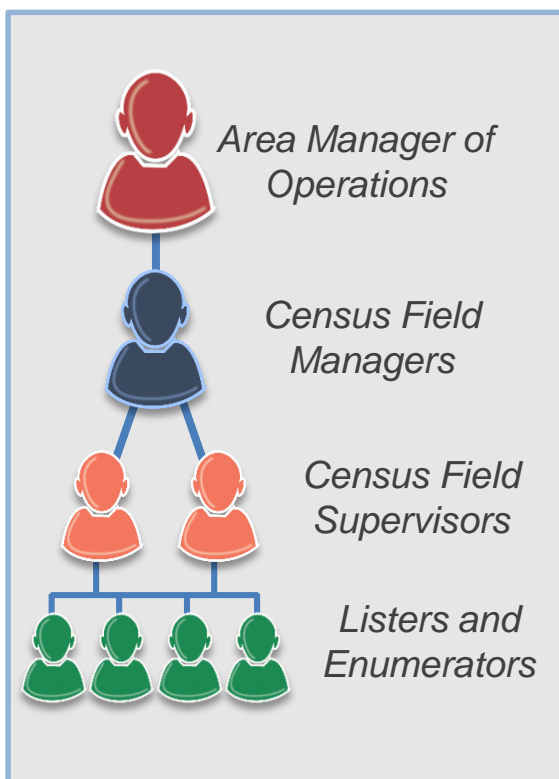


# The 2020 Census

## Reengineering Field Operations

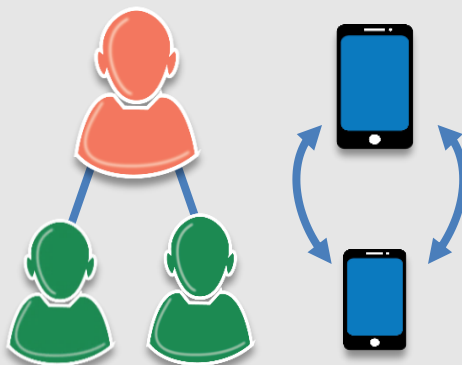
Use technology to more efficiently and effectively manage the 2020 Census fieldwork

### Streamlined Office and Staffing Structure



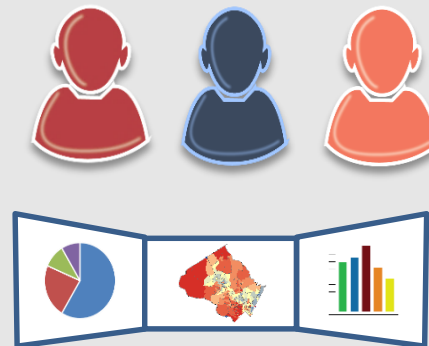
### Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



### Increased Management and Staff Productivity

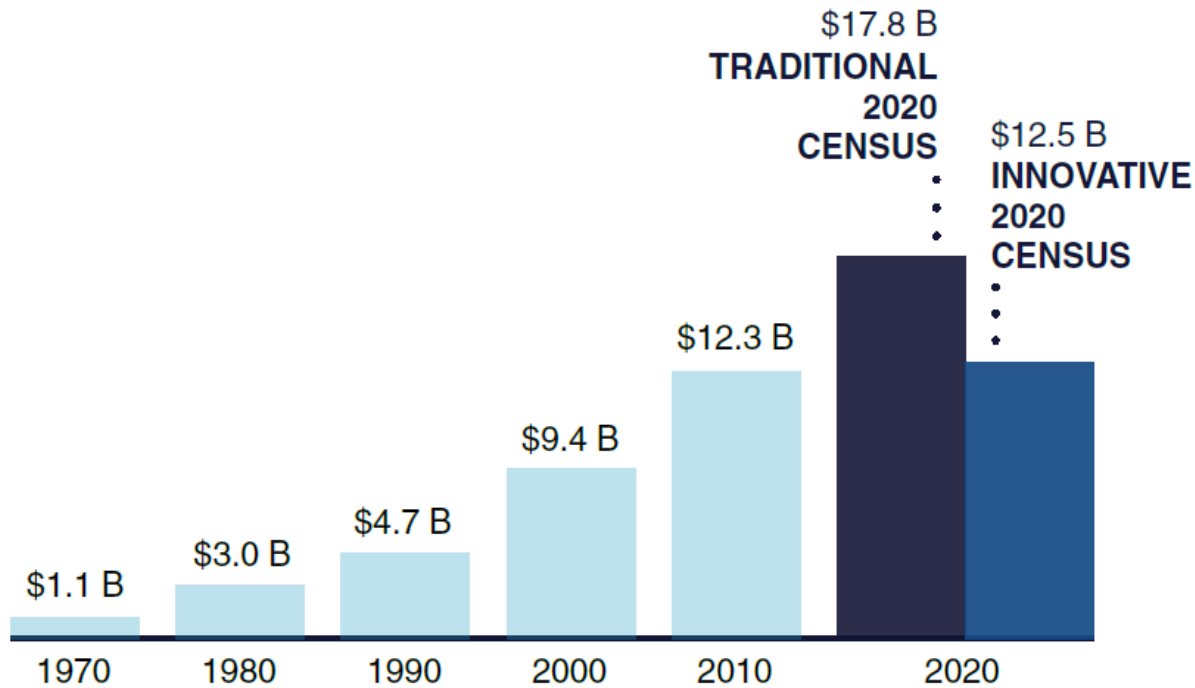
- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications





# The 2020 Census

## Estimated Lifecycle Costs



Fewer Staff  
Fewer Offices  
Less Burden

**MORE THAN  
\$5 BILLION  
IN SAVINGS**

# The 2020 Census

## A New Design for the 21<sup>st</sup> Century

### The 2020 Census: A New Design for the 21<sup>st</sup> Century

#### Motivate People to Respond

**Conduct a nation-wide communications and partnership campaign**

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



#### Establish Where to Count

**Identify all addresses where people could live**

IN-FIELD IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

TELEPHONE  
AND PAPER SELF-  
RESPONSE

NONRESPONSE  
FOLLOWUP

INTERNET SELF-RESPONSE



#### Count the Population

**Collect data from all households, including group and unique living arrangements**

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

#### Release Census Results

**Process and Provide Census Data**

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data

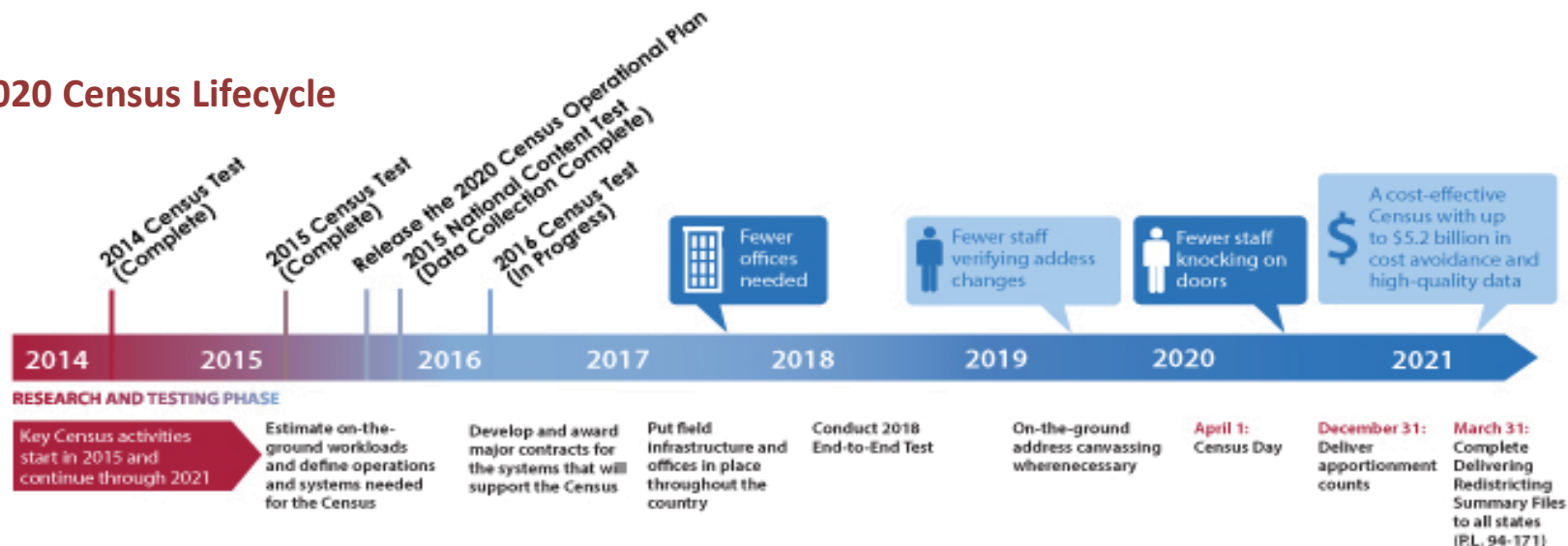


**Count Everyone Once  
In the Right Place**

# The 2020 Census

## Where are we Today?

### 2020 Census Lifecycle

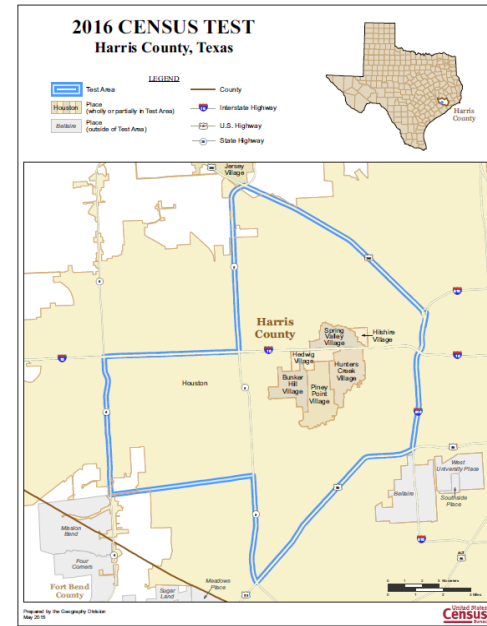


- Released the 2020 Census Memorandum Series which documents significant decisions, actions, and accomplishments of the 2020 Census Program
- Conducting the 2016 Census Test in part of Los Angeles County, CA and part of Harris County, TX
- Posted a Federal Register Notice on the 2010 Census Residence Rule in May 2015 and a summary of comments received in February 2016
- Began tribal consultations in October 2015 and will continue through April 2016
- Began the 2020 Census Redistricting Data Program Kick-off meetings in December 2015 and will continue through 2016

# 2016 Census Test

## Overview

- Purpose: Refine technologies and methods associated with Self-Response and Nonresponse Followup operations
- April 1, 2016 Census Day
- A site test in parts of Harris County, TX and Los Angeles County, CA
  - Language diversity
  - Demographic diversity
  - High vacancy rates
  - Varying levels of Internet usage
  - Multiple locations across different time zones
  - Approximately 225,000 housing units in each test area



# 2016 Census Test

## Self-Response: Overview

- Five Self-Response Contact Strategy Panels
- Multiple mailings to encourage self-response
- Provide language support to Limited English Proficient populations
  - Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
  - Multilingual brochures
  - Envelopes with messages written in non-English languages
- New Internet software application PRIMUS
- Refinement of Real-Time Non-ID Processing methods
- Partnerships to reach demographically diverse populations

# 2016 Census Test

## Self-Response: Contact Strategies

Five Self-Response Contact Strategy Panels with Multiple Mailings

Panel	Contact 1 March 21, 2016	Contact 2 March 24, 2016	Contact 3 April 4, 2016	Contact 4 April 11, 2016	Contact 5 Nonresponse Followup
1 Internet Push	Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*
2 Internet Push with reminder letter	Letter	Letter	Postcard	Mail Questionnaire + Letter	Postcard*
3 Internet Push with language brochure	Brochure	Postcard	Postcard	Mail Questionnaire + Brochure	Postcard*
4 Internet Push with language insert	Letter + Insert	Postcard	Postcard	Mail Questionnaire + Letter/Insert	Postcard*
5 Internet Choice	Mail Questionnaire + Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*

# 2016 Census Test

## Self-Response: Language Materials

### Language Materials Provided for the 2016 Census Test

Operation/Materials	Non-English Languages
Internet Questionnaire	Spanish, Chinese (Simplified), Korean
Paper Questionnaire (and mailing materials)	Spanish, Chinese (Simplified), Korean
Nonresponse Followup Questionnaire (and field materials)	Spanish, Chinese (Simplified), Korean
Census Questionnaire Assistance Interview	Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French
Web Pages with Fact Sheet and FAQs	Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai



# 2016 Census Test

## Self-Response: Internet

United States<sup>™</sup>  
Census  
Bureau

FAQInstructionsBurden Statement

Select LanguageSave and Logout

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

☒ Street Address

☐ Rural Route

☐ P.O. Box

Address Number

000

Street Name

Main Street

Apt/Unit

Apt#

City

Anytown

State

District Of Co

ZIP Code

00000 x

Previous

Next

73°

United States Census

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

☒ Street Address

☐ Rural Route

☐ P.O. Box

Address Number

000

Street Name

Main Street

Apt/Unit

Apt#

**United States<sup>™</sup>  
Census  
Bureau** | U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

16

# 2016 Census Test

## Self-Response: Non-ID Processing

United States Census Bureau

FAQ Instructions Burden Select Language Save and Logout

Home > Household > Residence

**Where will you be living on April 1, 2016 (help)**

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

☒ Street Address

☐ Rural Route

☐ P.O. Box

Address Number

Street Name

Apartment Number

City State Zip Code

City State Zip Code

Previous Next

Build: aB2db5 | OMB No.: 0607-0969 | Approval Expires: 4/30/2017

Accessibility | Privacy | Security

United States Census Bureau

FAQ Instructions Burden Select Language Save and Logout

Home > Household > Web Map

**Address Standardization**

Here is the address you submitted, using standard abbreviations and formatting.

Please review your address for common errors, such as misspellings in the street name or city names, missing apartment numbers, or an incorrect ZIP Code.

123 MAIN ST

Is the address above correct? (help)

Yes No

Address Number

Street Name

Apartment Number

City State Zip Code

City State Zip Code

Previous Next

Build: aB2db5 | OMB No.: 0607-0969 | Approval Expires: 4/30/2017

Accessibility | Privacy | Security

United States Census Bureau

FAQ Instructions Burden Select Language Save and Logout

Home > Household > Web Map

Otherwise, mark the "Cannot Locate Area" checkbox at the bottom of the page, then continue to the next page.

NOTE: New roads, especially those that are part of a new development, may not appear on the map. In these cases, click and highlight the area you believe contains your address, then click continue to the next page.

Map of Florence-Graham, Los Angeles, showing a highlighted area for address location.

Map controls: Satellite, Legend, Start Over

☐ Cannot Locate Area Using the spatial tools found on the map.

Previous Next

# 2016 Census Test

## Self-Response: Questionnaire

Questionnaire in Four Languages - English, Spanish, Chinese, and Korean

Num. de CMB 0607-0889 Aprobado hasta 04/30/2017

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

### Prueba del Censo del 2016

To complete the English questionnaire, flip this over and complete the blue side.

**Comience aquí** O visite <https://survey.census.gov/censustest> para completar la Prueba del Censo del 2016.

Use un bolígrafo de tinta azul o negra.

Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

- Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.
- Si nadie vive o duerme en esta dirección, visite <https://survey.census.gov/censustest> o llame al número que aparece en la página 8.

La Oficina del Censo también lleva a cabo recuentos en instituciones y otros lugares, por lo tanto:

- No cuente a alguien que no vive aquí por estar en la universidad o en las Fuerzas Armadas.
- No cuente a alguien que esté en un hogar de ancianos o nursing home, cárcel, prisión, centro de detención, etc., el 1 de abril de 2016.
- No incluya a estas personas en su cuestionario, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de ancianos o nursing home, ejército, cárcel, etc. De otra manera, serán contados dos veces.

El Censo también tiene que incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:

- Si alguien que no tenga un lugar permanente donde quedarse se está quedando aquí el 1 de abril de 2016, cuente a esa persona.

1. ¿Cuántas personas estaban viviendo o quedándose en esta casa, apartamento o casa móvil el 1 de abril de 2016?

Número de personas =

FORM DF-1 (ES) (01-18-2016)

Spanish

OMB 0607-0889; 批准有效期至 04/30/2017

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

### 2016 年人口普查测试

To complete the English questionnaire, flip this over and complete the blue side.

**请从这里开始看起。**您也可以在网填写2016年人口普查测试表,网处是: <https://survey.census.gov/censustest>

请用蓝色或黑色的笔填写。

在您回答第1题之前,请阅读以下说明,计算住在此处的人数,此间公寓楼,或此移动房屋里的人数。

- 请算上通常在此地址居住或留宿的所有的人,包括婴儿。
- 如果没有人在这个地址居住或留宿,请查看 <https://survey.census.gov/censustest> 网站,或拨打在本表第8页上的电话号码联系我们。

人口普查局同时也住一些机构和居住地进行人口统计,所以:

- 请不要算上住在大学或部队的人。
- 请不要算上2016年4月1日在安养中心(养老院、监狱、拘留所等)居住的人。
- 即使这些人将来在离开了大学、安养中心(养老院、军队、监狱等)地方以后,会回到这里住,也请不要把这些人在此表上,以及,也统计两次。

人口普查局还必须包括没有常住住所的人,所以:

- 如果某个人没有常住住所,并于2016年4月1日暂住在此地址,也算上这个人。

1. 在2016年4月1日那天,有几个住在这所房子,公寓或移动式房屋里或暂住者?

人数 =

FORM DF-1 (EC) (01-18-2016)

Chinese

OMB 0607-0889 승인 만료일 04/30/2017

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

### 2016 인구 센서스 시범 조사

To complete the English questionnaire, flip this over and complete the blue side.

**여기에서 시작** 하거나 <https://survey.census.gov/censustest> 에서 2016 인구 센서스 시범 조사에 참여해 주십시오.

축색이나 진색 펜을 사용하십시오.

질문 1 에 답하기 전, 다음 안내에 따라 이 집, 아파트, 또는 이동식 주택에 사는 사람의 수를 세어 주십시오.

- 어떤 가구를 포함하여 이 곳에서 살고 잠자면서 대부분의 시간을 보내는 모든 사람의 수를 세어 주십시오.
- 이 주소지에서 살거나 잠자는 사람이 없다면, <https://survey.census.gov/censustest> 를 방문하거나, 8 페이지에 나온 번호로 전화해 주십시오.

인구 조사국은 기관과 시설 등에서도 인구 수를 집계하고 있습니다. 그러므로:

- 대학이나 군대 등 다른 곳에서 살고 있는 사람의 수는 세지 않습니다.
- 2016 년 4 월 1 일을 기준으로 요양원이나 병원, 감옥이나 교도소, 교정 시설 등에 살고 있는 사람의 수는 세지 않습니다.
- 이 사람들이 대학, 요양원이나 병원, 군대, 감옥 등을 떠나 이곳에 돌아와 살 예정이고 하더라도, 설문 작성 시에는 이들을 포함하지 마십시오. 그렇지 않으면, 이 사람들은 중복 집계됩니다.

인구 조사국은 일정한 주저가 없는 사람도 반드시 포함되어야 합니다. 그러므로:

- 정해진 주저가 없는 사람이 2016년 4월 1일을 기준으로 이곳에 머물고 있다면, 이 사람도 세어 주십시오.

1. 2016년 4월 1일을 기준으로 이 집, 아파트, 또는 이동식 주택에 살거나 머문 사람은 모두 몇 명입니까?

사람 수 =  명

FORM DF-1 (EK) (01-18-2016)

Korean

# 2016 Census Test

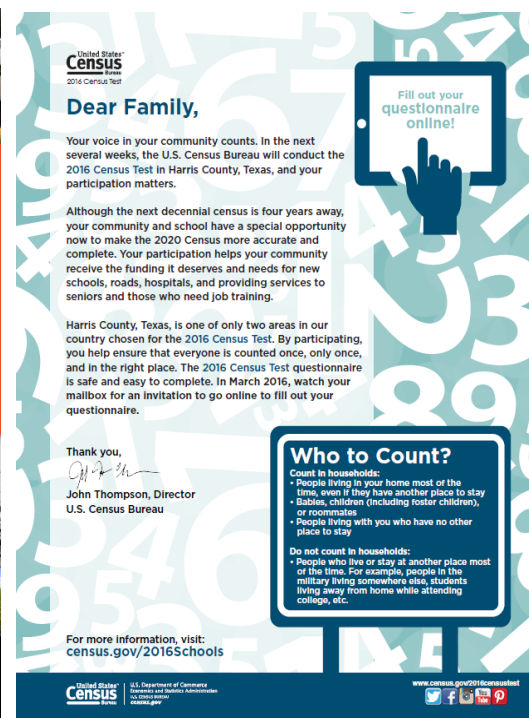
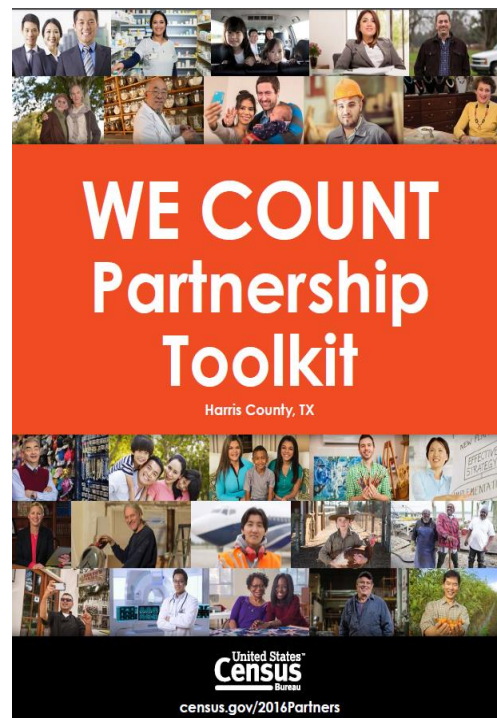
## Partnership and Outreach

### Partnerships Toolkit

Partnership Toolkits were developed for both Harris County, TX and Los Angeles County, CA

#### Contents include:

- Fast facts about the 2016 Census Test
- Email Samples
- Article Samples
- Event Hosting Tips
- Social Media Content
- A list of places with public computers
- Important Internet URLs



# 2016 Census Test

## Reengineering Field Operations

The 2016 Census Test is allowing us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up include:

- Determine the nonresponse followup strategy for the 2020 Census – how do we use administrative records to reduce the nonresponse followup universe and to determine the number of contacts we make with each nonresponding housing unit
- Refinement of the field management staffing structure
  - What is the best ratio of enumerators to local supervisors of operations and local supervisors of operations to field managers of operations
- Enhancements to the Operational Control System and COMPASS
- Refinement of the path in COMPASS to conduct proxy interviews
- Automated applications for field recruiting and administration
- Multi-unit accessibility and contact procedures

We are focusing on quality control in this test:

- Use of paradata and GPS points collected during interview
- Reinterview functionality
- Use of administrative records for in-house quality control

# 2016 Census Test

## Reengineering Field Operations: Nonresponse Followup

47° 66% 9:44 AM

< Back Case Details Menu

▶ Begin Interview

Contact History

Address Details

Case Notes 0

47° 67% 9:42 AM

⚙️ ATTEMPT TYPE ? Help

Personal visit

Outbound call attempt

Inbound call received

Message received

Cancel attempt

< Prev Options Next >

47° 66% 9:43 AM

⚙️ DATE OF BIRTH ? Help

What is **YOUR** date of birth?

Month Day Year

< Prev Options Next >

# Upcoming Tests



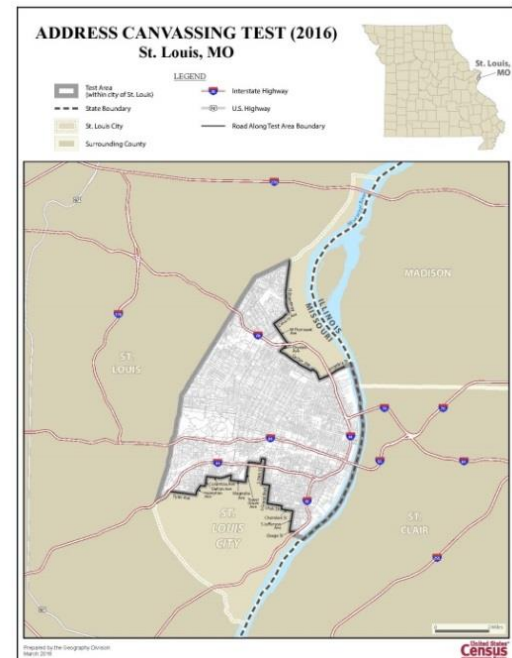
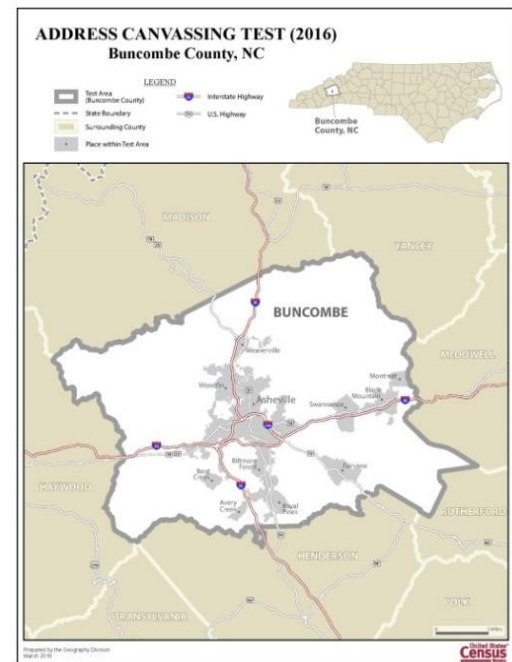
# Address Canvassing Test

## Overview

- Begins in the Fall 2016
- Two contiguous sites, approximately 12,600 blocks in total
  - One site is a mix of urban, suburban and rural territories
  - One site is a principal city of a metropolitan statistical area

## Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations

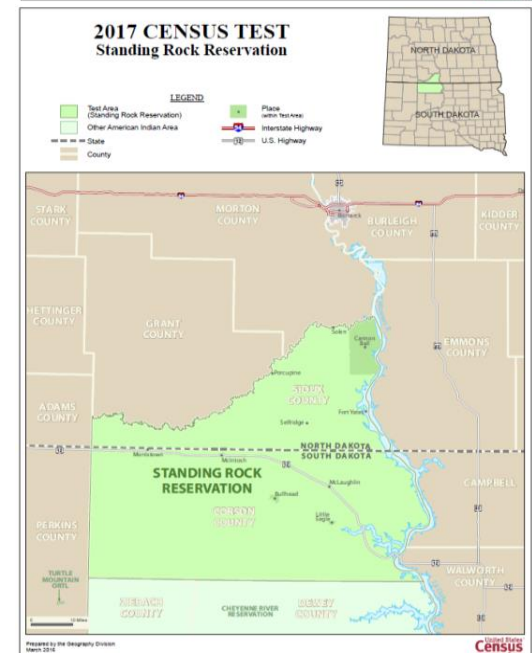
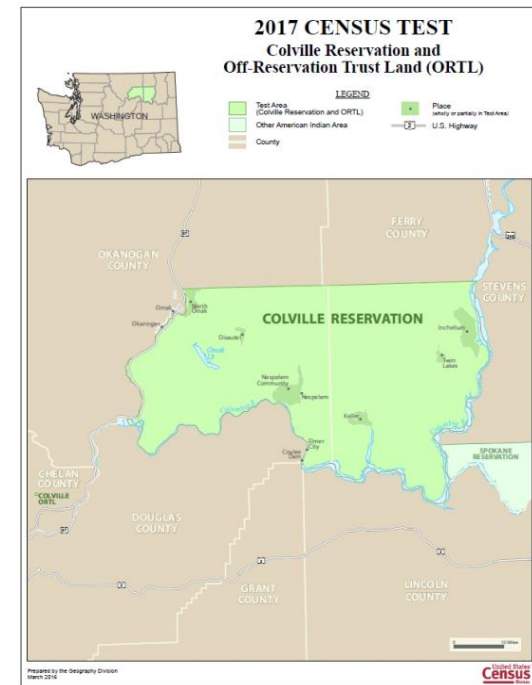


# 2017 Census Test Overview

- April 1, 2017 Census Day
- A site test on tribal lands with Update Enumerate
- Additional testing through a nation-wide self-response test

## Purpose

- Test the integration of operations and systems for Update Enumerate
- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information



# 2017 Puerto Rico Census Test

## Overview

- April 1, 2017 Census Day
- A site test in Puerto Rico

## Purpose

- Test the Address Canvassing operation in Puerto Rico
- Integrate Self-Response, Update Enumerate (UE), and Nonresponse Followup operations
- Test adaptive design and use of administrative records and third-party data in Puerto Rico
- Test Spanish versions of the software/systems needed to support Census activities



# 2018 Census End-to-End Test

## Overview

- April 1, 2018 Census Day

## Purpose

- Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

# The 2020 Census

## Looking Ahead

**2016 Census Test (April 1<sup>st</sup> Census Day)**

**Address Canvassing Test**

**2016**

**Boundary and Annexation Survey** – Governmental entities receive their annual invitation to update their legal boundaries

**Publish Proposed 2020 Residence Rule and Situations** with 30-day Comment Period

**Award Contract for the 2020 Census Questionnaire Assistance (CQA)**

**Award Integrated Communications Contract**

**Publish Final 2020 Residence Rule and Situations (Late 2016)**

**Puerto Rico Census Test**

**2017**

**2017 Census Test (April 1<sup>st</sup> Census Day)**

**Topics to Congress** – by March 31, 2017

**Local Update of Census Addresses** – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018

**2018**

**2018 End-to-End Test (April 1<sup>st</sup> Census Day)**

**Question Wording to Congress** – by March 31, 2018.

**2019**

**Partnership Program** – Launch of the partnership program

**Complete Count Committees** – Formation of committee's should be complete

**Advertising** – Begins in early 2020

**2020**

**Census Day – April 1, 2020**

**Nonresponse Followup** – Begins in late April and continues until late June/early July

**Apportionment Counts to the President** – by December 31, 2020

**2021**

**Redistricting Counts to the States** – by March 31, 2021

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